

## Message Text

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43

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 CIAE-00

INR-07 NSAE-00 /043 W

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R 182220Z APR 75

FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8210

AMCONSUL CALI

AMCONSUL MEDELLIN

AMEMBASSY CARACAS

AMCONSUL SAO PAULO

CAROL EGAN

C/O PENNSYLVANIA DEPT OF INTL COMMERCE

HARRISBURG, PA

UNCLAS BOGOTA 3608

EO 11652: NA

TAGS: BEXP CO VE BR

SUBJ: PENNSYLVANIA TRADE MISSION TO BOGOTA - WRAP UP REPORT

1. NOTWITHSTANDING THE RELATIVELY LOW LEVEL OF EXPORT SALES GENERATED DURING MISSION'S THREE WORKING DAYS IN BOGOTA, FOUR OF THE SIX MISSION MEMBERS REPORTED FULL ACHIEVEMENT OF THEIR PRINCIPAL OBJECTIVE IN JOINING THE MISSION WITH THE TWO REMAINING MEMBERS REPORTING PARTIAL ACHIEVEMENT. POST CONCURS WITH MEMBERS' POSITIVE APPRAISAL.

2. MISSION CONSISTING OF 5 NEW AND 1 OLD TO MARKET FIRMS WAS MET FRIDAY, APR 11, ON ARRIVAL, ASSISTED THRU CUSTOMS AND TRANSPORTED TO HOTEL TEQUENDAMA.

3. AFTER CHECKING IN MEMBERS HAD LUNCHEON BRIEFING BY COMMERCIAL ATTACHE AND DIRECTOR OF LOCAL COLOMBIAN-AMERICAN CHAMBER OF COMMERCE.

4. FIVE MISSION MEMBERS PARTICIPATED IN MEETING FRIDAY AFTERNOON  
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HOSTED BY THE NATIONAL FEDERATION OF METAL WORKING INDUSTRIES

(FEDEMETAL) WITH APPROX 15 TO 20 FEDEMETAL MEMBERS ATTENDING.  
REMAINING MISSION MEMBER HELD APPOINTMENTS IN BIC.

5. FRIDAY NIGHT RECEPTION WAS HOSTED BY CHARGE D'AFFAIRS AND  
ATTENDED BY 71 PERSONS OF WHICH 39 (55 PERCENT) WERE MAJOR  
PROSPECTIVE CUSTOMERS AND/OR AGENTS.

6. TOURS WERE ARRANGED SATURDAY COMBINING SIGHTSEEING WITH  
PLANT VISITS.

7. OF THE 99 EZPOINTMENTS SCHED FOR MONDAY AND TUESDAY APR 14  
AND 15 IN THE BIC, 72 (73 PERCENT) WERE CONSUMMATED. AN  
ADDITIONAL 11 APPOINTMENTS AND 1 PLANT VISIT WERE DEVELOPED FOR  
THE ISSC REP WHO HAD ORIGINALLY PLANNED TO LEAVE EARLY FOR BRAZIL.

8. AT MISSION DEBRIEFING, MEMBERS REPORTED (A) ACTUAL EXPORTS  
SALES TOTALING US DOLS 60,000 (B) ANTICIPATED SALES OVER NEXT  
12 MONTHS TOTALING US DOLS 350,000 (C) 8 MARKET PENETRATIONS:  
COLOMBIA 5, VENEZUELA 1, ECUADOR 1 AND MEXICO 1 (D) THE PROBABLE  
SIGNING OF 5 AGENTS OVER NEXT 12 MONTHS

9. 4 OF THE 6 MEMBERS REPORTED FULL ACHIEVEMENT OF THEIR  
PRINCIPAL OBJECTIVE IN JOINING MISSION WITH TWO REMAINING MEMBERS  
REPORTING PARTIAL ACHIEVEMENT.

10. ALL MEMBERS AGREED THAT MISSION WAS SUCCESSFUL, WITH THREE  
MEMBERS DEFINITELY PLANNING FOLLOWUP TRIPS TO BOGOTA.

11. DURING DEBRIEFING IT WAS NOTED THAT MORE DETAILED PRODUCT  
DESCRIPTIONS AND APPLICATIONS WOULD HAVE FACILITATED MAKING  
APPOINTMENTS.

12. USIS CONTRIBUTED SIGNIFICANTLY TO MISSION EFFORT THRU PLACE-  
MENT OF NEWS ARTICLES AND PHOTOS, WHICH RESULTED IN A NUMBER  
OF APPOINTMENTS, AND INPRINTING MISSION BROCHURES FOR CARACAS  
AND SAO PAULO AS WELL AS BOGOTA.

13. POST REGARDS ORGANIZATION, SUPPORT AND COOPERATIVE SPIRIT  
OF PENNSYLLVANIA BUREAU OF INTERNATIONAL COMMERCE AS EXEMPLARY.

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**To:** COM  
**Type:** TE  
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